

George Morino / TMS Toyota Customer Services
Quality Compliance
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Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Toyota Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal
*******URGENT*******

Toyota Motor Sales, USA, Inc. takes public safety very seriously. It believes its vehicles to be among the safest on the road today.

Recent events have prompted Toyota to take a closer look at the potential for an accelerator pedal to get stuck in the full open position due to an unsecured or incompatible driver's floor mat. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death.

Toyota considers this a critical matter and will soon launch a safety campaign on specific Toyota and Lexus vehicles. Throughout the process of developing the details of the action plan, it will advise the National Highway Traffic Safety Administration (NHTSA).

Today, we are releasing the attached Toyota Consumer Safety Advisory to our customers. Until Toyota develops a campaign remedy, we are asking owners of specific Toyota and Lexus models to take out any removable driver's floor mat and NOT replace it with any other floor mat. The following models are affected:

- **2007 – 2010 Camry**
- **2005 – 2010 Avalon**
- **2004 – 2009 Prius**
- **2005 – 2010 Tacoma**
- **2007 – 2010 Tundra**

- **2007 – 2010 ES350**
- **2006 – 2010 IS250 and IS350**

In the event owners choose not to remove their floor mat, Toyota strongly recommends that they ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation can be found on <http://www.toyota.com> and <http://www.lexus.com>.

If a customer requires your dealership's assistance, please assist them by utilizing the attached instructions and application chart.

- Please direct all customer inquiries to the Toyota Customer Experience Center at 1-800-331-4331 or Lexus Customer Experience Center at 1-800-255-3987.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- Due to the nature of this activity, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Region/PD representative for any questions).

The following Q&A has been provided for your reference.

